



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
ANNUAL & MONTHLY MEETING

13 October 2021 / 4:00 PM via ZOOM

ANNUAL MEETING AGENDA

Call to Order – Annual Board Meeting		Cody Decker, President
Roll Call – Establish Quorum – 50 Members Required. Action: Accept Quorum or lack thereof	Action	Jo Cullen, Secretary
Approval of 2020 Annual Meeting Minutes – Not applicable as no quorum was established.	Information	Cullen
Ballots Opened and Counted (Quorum Required) – Action: Confirm sealed ballots and identification of Election Official. Action request to defer ballot counting to monthly meeting which takes place immediately following adjournment.	Action	Impartial Election Official
Adjourn to Monthly Meeting	Action	Decker

AGENDA - MONTHLY BOARD MEETING

Wednesday, 13 September 2021 / 4:00 PM

Via Zoom

As allowed by special California and City Shelter-in-Place orders, La Jolla Village Merchants Association is holding its meeting online.

Meeting Name: La Jolla Village Merchants Association Monthly Meeting

Date/Time: October 13, 2021, at 4:00 PM Pacific Time (US and Canada). Online: Log in 15 minutes before meeting time to allowing for technical issues.

Online Access: Join Meeting using Zoom **ID 872 2752 0916 PW LJVMA2021**

1. Meeting Format and Guidelines a. Video/Audio Enabled by Host	Information	Jodi Rudick, Executive Director
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MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting.	Action	Cody Decker, President
2.	Roll Call - Natalie Aguirre, Amber Anderson, Morgan Barnes, Jo Cullen, Cody Decker, Karen Finerman), Andy Fotsch, Gabriela Guevara, Katey Longo, Michael Matthews, Kelli Metcalf, Melissa Snook, Summer Shoemaker, Lauren Turton, Jodi Rudick (Executive Director)	Action	Joelyn Cullen, Secretary
3.	Approval of August Minutes (No meeting is September)	Action	Cullen
4.	Non-Agenda Public Comments (limited to three minutes) <ul style="list-style-type: none"> • Updates from Community/Political Leaders • All other public comments (limited to three minutes) 	Information	Decker
5.	Financial Report <ul style="list-style-type: none"> • August Financials • September Financial 	Action	Amber Anderson, Treasurer
6.	Organizational Excellence 1) Elections	Information	Jodi Rudick, Executive Director

	<p>a) Ballots were due last week. Voting options expanded to be (COVID Compliant) Many ballots received! Bill Podway will act as impartial election official for this year's election. 10 open seats for 10 open positions. Not a "nail biter," but appreciate the participation.</p> <p>i) Natalie Aguirre ii) Amber Anderson iii) Morgan Barnes iv) Cody Decker v) Andy Fotsch vi) Michael Matthews vii) Kelli Metcalf viii) Nicole Perez ix) Karen Roque x) Lauren Turton</p> <p>2) Presentation of Annual Report – Annual Report has been published on the website for the past 6 weeks and sent to all board members for review last month. Request action to accept annual report.</p> <p>3) Performance Review of LJVMA and staff</p>	Information	Rudick
		Action	Rudick
		Information	Decker
7.	<p>Economic Vitality and Merchant Development Report –</p> <p>1. Safe Spaces Initiative – Presentation by Natasha Wong who serves on Mayor Gloria's task force and educate and offer specific actions for merchants to take to be recognized as a "safe space for all." This falls in line with Diversity Initiative. Press Conference to take place at Warwick's on October 20 at 9:00 AM. Need two or three board members to be at event.</p> <p>2. Events Update</p> <p>a) Parking Panel – Parking Panel was cancelled but parking updates will continue to be shared at upcoming meetings. Brad Elsass, continues to serve in a pro bono capacity as parking consultant to LJVMA.</p> <p>b) Business for Breakfast Update – Breakfast took place this week, October 5, and was hosted by Ciao Ciao Piadina and Lauren Turton. Special presentation by Sara Rondon of the Family Justice Center. Thanks to all who donated costumes, candy, toys, games for San Diego's most vulnerable children. There is still time to donate. Box will be at Sotheby's until Monday afternoon.</p>	Information	Natasha Wong
		Information	Rudick
		Information	Lauren Turton
8.	<p>Design/Village Improvements</p> <p>1. Enhance La Jolla and MAD Update</p>	Information	Enhance La Jolla
9.	<p>Promotions</p> <p>1) Request for Support and invitation to participate– Kiwanis La Jolla Half Marathon</p> <p>2) First Friday Art Walk – Thanks to Katey Kalanges (Longo) for reaching out to Galleries to gauge interest in relaunching the monthly art walk. First one will take place in on December 3. Planning and brainstorming meeting took place yesterday (Tuesday, October 12 at 4:00 PM via Zoom). Request to support and sponsor components of the event such as marketing and entertainment.</p> <p>3) Pillage the Village</p> <p>a) Pillage the Village - October 29 (Friday) Posted on social media, blog and will be working with La Jolla Light to place ads.</p> <p>4) Marketing & Events Committee Monthly Happy Hour – Feedback whether to continue the format or move to quarterly with in between online meetings.</p>	Action	Bart Calame, Kiwanis
		Action	Katey Longo
		Information	Morgan Barnes
10.	<p>Verify Election Results – Request action to accept the findings of the Election Official. Election will be ratified next month. Next month is Swearing in Ceremony.</p>	Action	Bill Podway
11.	<p>Adjourn Meeting – Next meeting format will be determined by current COVID standards. November 10, 2021.</p>	Action	Decker

STRATEGIC PLAN (UPDATED AUGUST 2021)

ORGANIZATIONAL EXCELLENCE	MERCHANT DEVELOPMENT	DESIGN AND BEAUTIFICATION	EVENTS AND PROMOTION
<p>Membership</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Increase attendance at monthly meetings (virtual and live) <input checked="" type="checkbox"/> Fill board vacancies immediately to insure forward momentum <input checked="" type="checkbox"/> Increase participation in election process, committees <p>Liaisons to other La Jolla Community Groups</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Appoint only members who are active in association <input checked="" type="checkbox"/> Appoint only members who are active in association <p>Increase Volunteerism</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Student/Interns <input checked="" type="checkbox"/> Community Members <p>Professionalism</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> BOD Ethics Training <input checked="" type="checkbox"/> Consistent BOD onboarding process <p>Alternative Revenues Ways and Means Explore new grants</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Sponsorship <input checked="" type="checkbox"/> BID Compliance <input checked="" type="checkbox"/> Create 501 (c)3 to qualify for grants, donations not open to 501 c(6) <p>Specific Alternate Revenue Tactics</p> <ul style="list-style-type: none"> <input type="checkbox"/> La Jollalty Card Promotion <input type="checkbox"/> Virtual Events <input type="checkbox"/> Create La Jolla Branded items <ul style="list-style-type: none"> ▪ T-shirts, polos hats ▪ Cookbook for La Jolla (Third Party Published) 	<p>Education</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Business Breakfasts <input checked="" type="checkbox"/> Promote Job Board <input checked="" type="checkbox"/> Promote 3rd Party online education (“Don’t reinvent the wheel.”) <p>Increase attendance at meetings and events</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Facility Tours <input checked="" type="checkbox"/> Food and beverage sponsors <p>Block Captains</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Continue Virtual Outreach Program to keep merchants informed and connected [during COVID CRISIS] <input checked="" type="checkbox"/> Assist Merchants with COVID Orders <input checked="" type="checkbox"/> Create New Business Welcome Packet <p>Operations Assistance</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> City Permits <input checked="" type="checkbox"/> TOB Guidance <input checked="" type="checkbox"/> PROW Permits <input checked="" type="checkbox"/> Public Safety Liaison <input checked="" type="checkbox"/> Homeless Support 	<p>Storefront/Window Display Improvements</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Create Friendly Competitions with Prizes <p>La Jolla, MAD, City Resources and Get-it-Done App to all</p> <p>Promotional Use of PROW</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Sidewalk Sales <input checked="" type="checkbox"/> Sidewalk Cafes <input checked="" type="checkbox"/> Parklets <input checked="" type="checkbox"/> Capitalize on Murals <p>Support Enhance La Jolla</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Participate in Enhance La Jolla Day <input checked="" type="checkbox"/> Communicate with merchants on behalf of EJL <p>Wayfinding</p> <p>Sound Design - Music throughout the village</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> When allowed - Live pop-up performances, encourage buskers <input checked="" type="checkbox"/> Encourage recorded music <p>Purchase and promote www.parklajolla.com website</p> <ul style="list-style-type: none"> <input type="checkbox"/> Align with overall Wayfinding Plan <input type="checkbox"/> Focus on parking in tourism publications 	<p>Highlight Current Marketing Magnets - Natural Resources are Natural Attractions</p> <ul style="list-style-type: none"> ▪ Leverage our most popular attractions (Seals, Sea Lions, Scenery) ▪ Collaborate <ul style="list-style-type: none"> ○ Galleries (Nat Geo/Mangelson/Peter Lik) ○ Environmental Groups ○ Photographers/IG Influencers ▪ Implement strategies to move people from the Cove to the Village with onsite marketing ▪ Coupon promotion with print media. <p>Advance Social Media</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Develop Limelight Merchant Program <ul style="list-style-type: none"> ○ Use contests ○ Inspire engagement ○ Educate merchants <input checked="" type="checkbox"/> Add New Blog Features (La Jolla Behind the Scenes, Nurture Our Nature) <input checked="" type="checkbox"/> Promote Event Calendar whether Live or Virtual <input checked="" type="checkbox"/> Promote #mylajolla <input checked="" type="checkbox"/> Paid boosts and ads <input checked="" type="checkbox"/> Social sharing links in all media <input checked="" type="checkbox"/> Connect with Influencers <p>Strategic Video Marketing with Ben Roberts</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> COVID Safety Video <input checked="" type="checkbox"/> Outdoor Dining <input checked="" type="checkbox"/> Holiday Greetings <p>COVID Friendly Events</p> <ul style="list-style-type: none"> ▪ Outdoor dining ▪ Virtual Taste of La Jolla <p>Gather Data via Valid Research Studies to support programs, projects, and decisions</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Two Year Update of SDSU 2019 Visitors Survey <input checked="" type="checkbox"/> Merchant Survey to Activate the Village <p>Merchant Cross promotion and collaborations</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Joint promotions <input checked="" type="checkbox"/> Nonprofit partnerships <ul style="list-style-type: none"> ○ Kiwanis ○ Rotary ○ La Jolla Community Center ○ Sierra Club

